1994 COMMUNITY EVENT MARKETING

As of January 20, 1994

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CHINESE AMERICAN EXPO Section 54 Region 5 Marlboro Name Generation = 5,000 Incentives = 400 6 People 9 Hours 108 Hours Fifth Year	2/5-06 S = 10am-7pm Su = 10am-7pm PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Mary Wong Marketing Manager Chinese Consumer Yellow Pages 525 S. San Gabriel Blvd. San Gabriel, CA 91776 818/285-6500	Pomona, CA Pomona Fairplex	$10,500 [1993-$12,000]	100,000	- On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
LITTLE SAIGON TET FESTIVAL Section 54 Region 5 Marlboro Name Generation = 5,000 Incentives = 400 8 People 10 Hours 240 Hours Second Year	2/11-13 F = 10am-11pm S = 10am-10pm Su = 10am-10pm PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Leo Unh Ngo President NGO & Associates 9353 Bolsa Avenue, Ste.KK29 Westminster, CA 92683 714/569-6235 714/840-2800 - FAX	Westminster, CA Asian Village on Bolsa Avenue	$10,000 [1993-$15,000]	300,000	- Brand Ad in Program Journal - On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
CALLE OCHO FESTIVAL Section 24 Region 2 Marlboro/Concert Name Generation = ~~20,000~~ 15,000 Incentives = 2,200 35 People 8 Hours 335 Hours Eighth Year	3/13 Su = 10am-7pm Showtime: 12pm - 7 pm PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Jose L. Marban Executive Director Kiwanis Club of Little Havana 1312 S.W. 27th Avenue Miami, FL 33145 305/644-8888 305/644-8693 - Fax	Miami, FL S.W. 8th Street between 4th & 8th Avenue	$40,270 [1993-$30,600]	1,700,000	- Marlboro Music Hispanic Concert - Supersite Stage Sponsorship - Name Generation/Kiosks - Co-sponsorship with Kraft General Foods, Miller Beer and Oscar Mayer - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Retail Pack Promotion - Store Sale Tent
BLACK EXPO USA Section 31 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	3/19-20 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Memphis, TN	$9,000	25,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Exhibit Booth

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Source: https://www.industrydocuments.ucsf.edu/docs/njpn0004

1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 23 Region 2 ~~Benson & Hedges~~ Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	4/16-17 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Lance Jones Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Atlanta, GA Georgia World Congress Center	$9,000 [1993-$5,600]	50,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Exhibit Booth
~~FIESTA WEEK SAN ANTONIO~~ Section 36 Region 3 ~~Benson & Hedges~~ Name Generation = Incentives = 10 People 12 Hours 120 Hours First Year	4/24 S= Noon - 11pm TEXAS LIVE PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	STUART H. DILL PRESIDENT REFUGEE MANAGEMENT INC. 1025 16th Avenue South Suite 300 NASHVILLE, TENNESSEE 37212 (615) 329-1546 (615) 320-0387 - fax	San Antonio, TX HEMISFAIR PARK	$10,000	~~500,000~~ 50,000	- Name Generation/Kiosks - Store Sale Tent - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Co-Sponsor w/ Miller Beer.

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
LA SEMANA ALEGRE Section 36 Region 3 Marlboro Name Generation = 10,000 Incentives = 7 People 8 Hours 511 Hours Eighth Year	4/15-23 F= 6pm-11pm S= 6pm-11pm Su= 6pm-11pm M= 6pm-11pm T= 6pm-11pm W= 6pm-11pm Th= 6pm-11pm PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Bill Lee President La Semana Alegre, Inc. 1719 Summerwood San Antonio, TX 78232-2334 210/494-9477 - Office 210/494-8687 - Home 210/494-9673 - Hotline 210/494-9673 - Fax	San Antonio, TX Joe Freeman Coliseum and Fairgrounds	$45,000 [1994-$45,000]	350,000	- On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Placement - Store Sale Tent
L.A. FIESTA BROADWAY Section 54 Region 5 Marlboro/Concert Name Generation = 6,000 Incentives = 12 People 8 Hours 108 Hours Third Year	5/1 Su = 9am - 6pm Showtime: 12 noon - 6 pm PM Contact - Jose Fontanez Field Sales Contact - Rich Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Peter Bellas CEO, Sales & Marketing All Access Entertainment 2130 Sawtelle Blvd. #307 Los Angeles, CA 90025 310/914-8315 310/914-8308 310/914-8310 - Fax	Los Angeles, CA Between Broadway & Olympic	$25,000 [1993-$25,000]	800,000	- Marlboro Music Hispanic Concert - On-Site Store Sales Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Placement - Co-sponsorship with Kraft General Foods and Oscar Mayer - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MEMPHIS IN MAY/BARBECUE Section 31 Region 3 Marlboro Name Generation = 5,000 Incentives = 6 People 8 Hours 150 Hours Sixth Year	5/6-08 F = 4pm-11pm S = 4pm-11pm Su = 4pm-11pm PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Deanie Parker Memphis in May 245 Wagner Street Memphis, TN 38103 901/525-4611 901/525-4686 - Fax	Memphis, TN Beale Street Thom Lee Park	$20,000 [1993-$20,000]	100,000	- Sponsorship of BBQ Cook-Off - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-site Store Sale Activities - Co-sponsorship with Kraft - Store Sale Tent
BLACK EXPO USA Section 14 Region 1 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	5/14-15 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Pete Paoli Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Philadelphia, PA Philadelphia Civic Center	$9,000 [1993-$5,600]	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 36 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	5/21-22 S = 11am-10pm Su = 11am - 9pm PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Houston, TX George R. Brown Convention Center	$9,000 [1993-$5,600]	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
CARNAVAL SAN FRANCISCO Section 53 Region 5 ~~Benson & Hedges~~ Marlboro Name Generation = 6,000 Incentives = 12 People 8 Hours 216 Hours First Year	5/28-29 S = 11am-7pm Su = 11am-7pm PM Contact - Jose Fontanez Field Sales Contact - Greg Kendall Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Roberto Y. Hernandez President & CEO MECA 2899 24th Street San Francisco, CA 94110 415/826-1401 415/824-2242 - Fax	San Francisco, CA Harrison Street between 16th and 21st Streets	$15,000	400,000	- Name Generation/Kiosks - Store Sale Tent - On-Site Store Sales Activities - Major Brand Visibility via On-Site Banner/Signage Placement

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
SUMMER LIGHTS FESTIVAL	6/2-05	Lisa D. Dean	Nashville, TN	$25,000	400,000	- Major Stage Sponsorship
Section 23	Th= 5pm-12am	Corporate Account Manager	Downtown Nashville	[1993-$25,000]		- Name Generation/Kiosks
Region 2	F= 11am-12am	Greater Nashville Arts				- On-Site Store Sale Activities
	S= 12pm-12am	Foundation				- Major Brand Visibility via On-
Marlboro	Su= 12pm-10pm	Summerlights				Site Banner/Signage Placement
		400 Broadway - Ste 300				- Store Sale Tent
Name Generation = 7,000		Nashville, TN 37203				
Incentives =		615/726-1875				
9 People		615/361-6359 - Fax				
8 Hours						
297 Hours						
	PM Contact - Jose Fontanez					
Fifth Year	Field Sales Contact - Lance Jones					
	Trade Marketing Director - Ross Webster					
	Trade Marketing Promotion Manager - Beth Egan					
BLACK EXPO USA	6/3-06	Jerry Roebuck	New York, NY	$9,000	150,000	- Brand Ad in Program Journal
Section 13	F = 11am-10pm	Chairman/Founder	Jacob K. Javits	[1993-$5,600]		- Name Generation/Kiosks
Region 1	S = 11am-9pm	Black Expo USA	Convention Center			- On-Site Store Sale Activities
	Su= 11am-10pm	One Georgia Center				- Major Brand Visibility via On-
Benson & Hedges	M = 11am-10pm	600 West Peachtree Street, N.W.				Site Banner/Signage Placement
		Suite 400				- Store Sale Tent
Name Generation = 5,000		Atlanta, GA 30308				
Incentives =		404/892-2815				
6 People		404/892-8612 - Fax				
11 Hours						
198 Hours						
	PM Contact - Jose Fontanez					
Fifth Year	Field Sales Contact - Alan Berlin					
	Trade Marketing Director - Rick King					
	Trade Marketing Promotion Manager - Joe Copeland					

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MIAMI/BAHAMAS GOOMBAY Section 24 Region 2 **Benson & Hedges** Name Generation = 5,000 Incentives = 6 People 10 Hours 120 Hours Eighth Year	6/3-05 F= 9am-7pm S = 9am-7pm Su = 9am-7pm PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Billie Rolle Executive Director Miami/Bahamas Goombay 555 NE 15th Street Miami, FL 33132 305/445-8292 305/372-9967 - Fax	Miami, FL Coconut Grove Grand Avenue	~~$14,000~~ [1993-$14,000] $15,000	375,000	- Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
ALAMODOME BAILE TEJANO Section 36 Region 3 **Marlboro/Concert** Name Generation = 15,000 Incentives = 20 People 8 Hours 160 Hours Second Year	6/5 ~~Sa~~ 2pm-10pm Su Showtime: 2pm - 10pm 1b3 PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Glenn Smith Glenn Smith Presents, Inc. P.O. Box 700608 San Antonio, TX 78270 210/438-3800 210/438-3850	San Antonio, TX Alamodome	$75,000 [1993-$75,000]	60,000	- Marlboro Music Hispanic Concert - Brand Ad in Program Journal - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent - Co Sponsor with Miller Beer

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
OKLAHOMA CITY RED EARTH Section 33 Region 3 Marlboro Name Generation = 5,000 Incentives = 6 People 9 Hours 168 Hours Fourth Year	6/10-12 F= 10am-7pm S= 10am-7pm Su= 10am-7pm PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Christy Alcott Event Director Oklahoma City Red Earth Inc P.O. Box 25866 Oklahoma City, OK 75125 405/427-5228 405/427-8079 - Fax	Oklahoma City, OK Myriad Convention Center	$10,000 [1993-$10,000]	160,000	- Brand Ad in Program Journal - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
HISPANIC WEEK IN LAWRENCE Section 11 Region 1 Marlboro Name Generation = 5,000 Incentives = 6 People 11 Hours 168 Hours Fourth Year	6/17-19 F= 6pm-12am S= 11am-12am Su= 1pm-11pm PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	Alcides Diaz President Hispanic Week in Lawrence P.O. Box 1142 Lawrence, MA 01840 508/681-4905	Lawrence, MA Champagne Commons	$3,000 [1993-$5,000]	~~1,000,000~~ 100,000	- Name Generation/Kiosks - On-Site Signage/Banner Placement - On-Site Store Sale Activities - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
JUNTEENTH FESTIVAL Section 35 Region 3 Benson & Hedges Name Generation = Incentives = 6 People Hours Hours First Year	6/18-19 S = 10am-9pm Su = 10am-5pm	CHAR HOLLAND CHAR LAND Communications [redacted] 3806 Dallas TX [redacted] 75235 (214) 330-7919 2832 Grove View DR Suite 167 PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Dallas, TX - Texas Stadium ~~Oak Cliffs (Dallas)~~ ~~West Cliff Mall~~ ~~(between Hampton~~ ~~and Ledbetter Sts.)~~	~~$5,000~~	~~70,000~~ 50,000	- Name Generation/Kiosks - Store Sale Tent - On site Store Sales Activities - Major Brand Visibility via On Site Banner/Signage placement
BLACK EXPO USA Section 41 Region 4 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Third Year	6/18-19 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax PM Contact - Jose Fontanez Field Sales Contact - Tom Wilhelms Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Cleveland, OH	$9,000 [1993-$5,600]	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 42 Region 4 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Second Year	6/25-26 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Gerry James Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Detroit, MI	$9,000 [1993-$5,600]	40,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
FREEDOM WEEKEND ALOFT Section 22 Region 2 Marlboro Name Generation = 7,500 Incentives = 6 People 9 Hours 222 Hours Fourth Year	7/1-04 F= 3pm-11pm S= 6am-11pm Su= 12pm-11pm M= 6am-11pm PM Contact - Jose Fontanez Field Sales Contact - Robert Priddy Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Keri Hall Event Director Freedom Weekend Aloft Inc. 1355 S. Main St. LL1 Greenville, SC 29601 803/232-3700 803/271-9339 - Fax	Greenville, SC Donaldson Industry Park	$10,000 [1993-$10,000]	150,000	- On-Site Store Sale Activities - Name Generation/Kiosks - Signage/Banner Placement - Sweepstake Activities - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
INDIANA BLACK EXPO Section 43 Region 4 Benson & Hedges Name Generation = 7,000 Incentives = 8 People 12 Hours 168 Hours Second Year	7/3-04 S = 10am-9pm M = 10am-9pm PM Contact - Jose Fontanez Field Sales Contact - Gary Salvato Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Rev. C.R. Williams President Indiana Black Expo Inc. 3130 Sutherland Avenue Indianapolis, IN 317/925-2702	Indianapolis, IN Hoosier Dome/Exhibit	$25,000 - Corp. Contribution [1993-$20,000 Corp. Contr.; $65,000-Talent]	325,000	- Name Generation/Kiosks - Brand Ad in Program Journal - On-Site Store Sale Activities - Retail Pack Promotion (TBD) - Store Sale Tent - Major Brand Visibility via On-Site Banner/Signage Placement
CHICAGO BLACK EXPO Section 44 Region 4 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 204 Hours Fifth Year	7/8-10 F = 10am-9pm S = 10am-9pm Su = 10am-9pm PM Contact - Jose Fontanez Field Sales Contact - Lezlie Dawson Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Rev. Bernard Taylor 333 N. Michigan Avenue Suite 2121 Chicago, IL 60601 312/201-1235	Chicago, IL McCormick Expo Ctr	$5,000 [1993-$5,000]	100,000	- Name Generation/Kiosks - Brand Ad in Program Journal - On-Site Store Sale Activities - Retail Pack Promotion - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
RUAN GREATER DES MOINES Section 33 Region 3 Marlboro Name Generation = 5,000 Incentives = People Hours Hours Fourth Year	7/8-10 F= 11am-5pm S= 10am-6pm Su = 10am-6pm PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Connie Klug, Mktg. Dir. Greater Ruan Grand Prix 2215 Ingersoll Avenue Des Moines, IA 50312 Contact-Tina Thompson 515/243-5515	Des Moines, IA Downtown Des Moines	$7,500 [1993-$7,500]	100,000	- Brand Ad in Program Journal - Name Generation/Kiosks -Major Brand Visibility Via On-Site Banner/Signage Placement - On-Site Store Sale Activities - Store Sale Tent
CARNAVAL DE PATERSON Section 13 Region 1 Marlboro Name Generation = 5,000 Incentives = 6 People 11 Hours 72 Hours Second Year	7/10 Su= 12pm-9pm PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	Nick Lugo Jr. President National Hispanic Impact Marketing 159 East 116th Street New York, NY 10029 212/289-3871 212/348-4469 - Fax	Paterson, NJ Memorial Drive from Market Street to Broadway	~~$20,000~~ $10,000 [1993-$29,000]	100,000	- Name Generation/Kiosks - On-Site Banner/Signage - On-Site Store Sale Activities ~~- Sweepstake Activities~~ - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
VIVA MEXICO Section 44 Region 4 Marlboro Name Generation = 7,500 Incentives = 6 People 8 Hours 102 Hours Eighth Year	7/20-21 W= 10am-10pm T= 10am-10pm PM Contact - Jose Fontanez Field Sales Contact - Lezlie Dawson Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Henry Cardenas Cardenas/Fernandez Associates Inc. 1254 North Wells Chicago, IL 60610 312/944-7272 312/944-7710 - Fax	Chicago, IL Avery Field	$20,000 [1993-$20,000]	150,000	- Brand Ad in Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Store Sale Tent
CHEYENNE FRONTER DAYS Section 52 Region 5 Marlboro Name Generation = 15,000 Incentives = 6 People 8 Hours 486 Hours Fifth Year	7/22-31 F= 11am-12am S= 11am-12am Su= 11am-12am M= 11am-12am T= 11am-12am W= 11am-12am Th= 11am-12am PM Contact - Jose Fontanez Field Sales Contact - Barry Anderson Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Del Peterson Cheyenne Frontier Days P.O. Box 2477 Cheyenne, WY 307/638-8592	Cheyenne, WY Cheyenne Frontier Park	$18,000 [1993-$18,000]	400,000	- On-Site Store Sales - Name Generation/Kiosks - On-Site Banner/Signage Placement - Brand Ad in Journal - Major Rodeo Sponsorshiip Package - Store Sale Tent

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EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA Section 21 Region 2 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	7/23-24 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Terry Hanson Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Washington, D.C. Washington D.C. Convention Center	$9,000 [1993-$5,600]	60,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
BLACK EXPO USA Section 53 Region 5 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	7/30-31 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Greg Kendall Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Oakland, CA Oakland Convention Center	$9,000 [1993-$5,600]	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

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WISCONSIN STATE FAIR Section 45 Region 4 Marlboro/Commuter Name Generation = 20,000 Incentives = 6 People 10 Hours 606 Hours Fourth Year	8/4-14 Th= 8am-11pm F= 8am-11pm S= 8am-11pm Su= 8am-11pm M= 8am-11pm T= 8am-11pm W= 8am-11pm SHOW DATE=TBD SHOW TIME=TBD PM Contact - Jose Fontanez Field Sales Contact - Thomas McCarthy Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Mary Beth Carr Special Events Director Wisconsin State Fair Park Milwaukee/West Allis,WI 53214 414/266-7000	Milwaukee, WI	[1993-$12,500]	600,000	- Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Brand Ad in Journal - Store Sale Tent
YSLETA FESTIVAL Section 35 Region 3 Marlboro Name Generation = 5,000 Incentives = 8 People 10 Hours 186 Hours Fifth Year	8/5-07 F= 6pm-1am S= 6pm-1am Su= 3pm-12am PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Vince Munoz Executive Director Ysleta Del Sur Pueblo 122 Old Pueblo Road El Paso, TX 79917 915/858-6934 915/859-3916 915/859-7913	El Paso, TX Ysleta Del Sur Pueblo	$20,000 [1993-$20,000]	100,000	- Main Stage Signage Sponsorship - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Co-sponsorship with Kraft General Foods and Miller Beer - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
WISCONSIN STATE FAIR Section 45 Region 4 Marlboro/Connect Name Generation = 20,000 Incentives = 6 People 10 Hours 606 Hours Fourth Year	8/4-14 Th= 8am-11pm F= 8am-11pm S= 8am-11pm Su= 8am-11pm M= 8am-11pm T= 8am-11pm W= 8am-11pm SHOW DATE = TBD SHOW TIME = TBD PM Contact - Jose Fontanez Field Sales Contact - Thomas McCarthy Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Mary Beth Carr Special Events Director Wisconsin State Fair Park Milwaukee/West Allis,WI 53214 414/266-7000	Milwaukee, WI	[1993-$12,500]	600,000	- Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Brand Ad in Journal - Store Sale Tent
YSLETA FESTIVAL Section 35 Region 3 Marlboro Name Generation = 5,000 Incentives = 8 People 10 Hours 186 Hours Fifth Year	8/5-07 F= 6pm-1am S= 6pm-1am Su= 3pm-12am PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Vince Munoz Executive Director Ysleta Del Sur Pueblo 122 Old Pueblo Road El Paso, TX 79917 915/858-6934 915/859-3916 915/859-7913	El Paso, TX Ysleta Del Sur Pueblo	$20,000 [1993-$20,000]	100,000	- Main Stage Signage Sponsorship - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Co-sponsorship with Kraft General Foods and Miller Beer - Store Sale Tent

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Source: https://www.industrydocuments.ucsf.edu/docs/njpn0004

1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
WE COUNTRY MUSIC FESTIVAL Section 45 Region 4 Marlboro Name Generation = 7,500 Incentives = 6 People 12 Hours 222 Hours Fifth Year	8/5-07 F= 10am-10pm S= 10am-10pm Su=10am-10pm PM Contact - Jose Fontanez Field Sales Contact - Thomas McCarthy Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Jeffrey A. Krueger We Fest, Inc. P.O. Box 1227 Detroit Lakes, MN 56501 218/847-1681 218/847-0533	Detroit Lakes, MN Soo Pass Ranch	$25,000 [1993-$25,000]	100,000	- Brand Ad in Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Store Sale Tent
HISPANIC WORLDS FAIR Section 13 Region 1 Marlboro Name Generation = 10,000 Incentives = 10 People 10 Hours 210 Hours Thirteenth Year	~~8/6-07~~ 7/16-17 S= 12pm-12am Su= 12am-9pm PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	Daniel Ramos President FMH Ramos Group 22 Elizabeth Avenue Teaneck, NJ 07666 201/837-0809	New York, NY Jacob Javits Convention Center	$30,000 [1993-$30,000]	150,000	- On-Site Store Sales Activities - Name Generation/Kiosks - On-Site Banner/Signage Placement - Co-sponsorship with Kraft General Goods, Miller Beer and Oscar Mayer - Store Sale Tent

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Source: https://www.industrydocuments.ucsf.edu/docs/njpn0004

1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
PAN AMERICAN Section 44 Region 4 Marlboro [redacted] Name Generation = 7,500 Incentives = 6 People 8 Hours 102 Hours Eighth Year	8/6-07 S= 10am-10pm Su= 10am-10pm Showcase: TBD Showtime: TBD PM Contact - Jose Fontanez Field Sales Contact - Lezlie Dawson Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Henry Cardenas Cardenas/Fernandez Associates Inc. 1254 North Weiss Chicago, IL 60610 312/944-7272 312/944-7710 - Fax	Chicago, IL Avery Field	[redacted] [1993-$75,000] $20,000	150,000	- Marlboro Musical Hispanic Concert - Brand Ad in Program Journal - On-Site Store Sales - Name Generation/Kiosks - On-Site Banner/Signage Placement - Store Sale Tent
MEMPHIS BLUES FESTIVAL Section 31 Region 3 Benson & Hedges/Concert Name Generation = 3,000 Incentives = 6 People 8 Hours 54 Hours Fourth Year	8/13 S = 1pm-11pm Showtime: 1pm - 11pm PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Fred Jones President Summit Management Corporation 555 Beale Street Memphis, TN 38103 901/526-9300	Memphis, TN Tom Lee Park	$55,000 [1993-$10,000]	40,000	- Benson & Hedges Blues and Blues and Rhythm Concert - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Signage/Placement - Store Sale Tent

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Source: https://www.industrydocuments.ucsf.edu/docs/njpn0004

1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
KENTUCKY STATE FAIR Section 43 Region 4 Marlboro Name Generation = 25,000 Incentives = 6 People 8 Hours 534 Hours Fifth Year	8/18-28 Th= 10am-10pm F= 10am-10pm S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm PM Contact - Jose Fontanez Field Sales Contact - Greg Salvato Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Peg Harrigan Kentucky State Fair 937 Phillips Lane Louisville, KY 40209 502/367-5000	Louisville, KY	$23,000 [1993-$23,000]	750,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Store Sale Tent
MISSOURI BLACK EXPO Section 31 Region 3 Benson & Hedges Name Generation = Incentives = 6 People [illegible] Hours [illegible] Hours First Year	8/19-21 F = 4pm-10pm S = 10pm [illegible] Su = 12pm 8pm PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	THOMAS R. BAILEY, JR President MISSOURI BLACK Expo 5100 OAKLAND AVE Suite 219 ST LOUIS, MISSOURI 63110 314/533-3435 314/533-3211 - FAX 314/727-0626	St. Louis, MO Convention Center at American Center	$2,000	50,000	- Name Generation/Kiosks - Store Sale Tent - on site Store Sales Activities - on-Site Banner/Signage placement Mu

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
AFRICAN WORLD FESTIVAL Section 42 Region 4 **Benson & Hedges** Name Generation = 5,000 Incentives = 6 People 11 Hours 204 Hours Sixth Year	8/19-21 F = 12pm-11pm S = 12pm-11pm Su = 12pm-11pm PM Contact - Jose Fontanez Field Sales Contact - Gerry James Trade Marketing Director - Rick Bucciarelli Trade Marketing Promotion Manager - Jim Braun	Jim Wyatt African World Festival 1553 W. Grand Blvd. Detroit, MI 48201 313/833-9800	Detroit, MI	$20,000 [1993-$20,000]	150,000	- Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
BLACK EXPO USA Section 35 Region 3 **Benson & Hedges** Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	8/27-28 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Dallas, TX Dallas Convention Center	$9,000 [1993-$5,600]	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
TEJANO SUPERFEST Section 36 Region 3 Marlboro Name Generation = 5,000 Incentives = 6 People 10 Hours 66 Hours Second Year	8/28 8/4 Su= 12pm-9pm PM Contact - Jose Fontanez Field Sales Contact - John Love Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Bertha Perez BSP 3319 West Creek Missouri City, TX 77459 713/499-3803	Houston, TX Pasadena Club Fairgrounds	$5,000 [1993-$15,000]	100,000	- On-Site Store Sales Activities - Name Generation/Kiosks - On-Site Banner/Signage Placement ~~- Sweepstakes Activities~~ - Store Sale Tent
AFRICAN AMERICAN HERITAGE Section 32 Region 3 Benson & Hedges Name Generation = Incentives = 6 People 11 Hours 204 Hours First Year	8/31-9/4 ~~W=~~ S= 2pm-11pm ~~T=~~ SU 2pm-11pm ~~F=~~ ~~S=~~ ~~Su=~~ ~~M=~~ ~~T=~~ ~~W=~~ PM Contact - Jose Fontanez Field Sales Contact - Wade Cashion Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	BETTY L. WASHINGTON AFRICAN HERITAGE Foundation 1683 N. CLAIBORNE Avenue New Orleans, LA 70116 (504) 949-5610 (504) 246-1365 - Fax	New Orleans, LA Loyola Ave And Gotham Plaza Downtown	$10,000	150,000	- On-Site Store Sales Activities - Name Generation/Kiosks - On-Site Banner/Signage Placement ~~- Sweepstakes Activities~~ - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
HISPANIC FEST OF ELIZABETH Section 13 Region 1 Marlboro Name Generation = 15,000 Incentives = 6 People 8 Hours 150 Hours Fifth Year	9/3-05 S= 12pm-10pm Su= 12pm-10pm M= 12pm-10pm PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	Mr. Mel Acosta President Melly Mel Productions 5A High Street Elizabeth, NJ 07202 908/527-0687 908/527-0390-Fax	Elizabeth, NJ Main Avenue between Madison & Passaic St	$20,000 [1993-$20000]	350,000	- On-Site Store Sales Activities - Name Generation/Kiosks - On-Site Banner/Signage Placement - Store Sale Tent
BLACK EXPO USA Section 22 Region 2 Benson & Hedges/Concert Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	9/16-18 S = 11am-10pm Su = 11am-9pm 9/15 GR Showdate: 9/16 Showtime: 8pm - 11pm PM Contact - Jose Fontanez Field Sales Contact - Robert Priddy Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Charlotte, NC	$9,000	30,000	- Benson & Hedges Blues and Rhythm Concert - Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
ALOHA WEEK FESTIVAL Section 54 Region 5 Benson & Hedges Name Generation = Incentives = People Hours Hours First Year	~~9/20-10/27~~ 9/24-25 ~~T=~~ 7-4:Pm-1pm ~~W=~~ S-11Am 11pm ~~Th=~~ ~~F=~~ ~~S=~~ ~~Su=~~ ~~M=~~ PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell	JANET HYRNE Executive Director ALOHA Week HAWAII INC. 1649 KALAKAUA Ave Suite 204 HONOLULU, HAWAII 96826 (808) 944-8857 ([redacted])(808) 941-4753-Fax	Hawaii Main Land Downtown	$ 12,000	~~250,000~~	- Name Generation/Kiosks - Store Sale Tent - On Site Pack Sales Activities - On Site Banner/Signage Placement
NORTH GEORGIA STATE FAIR Section 23 Region 2 Marlboro Name Generation = 20,000 Incentives = 6 People 8 Hours 480 Hours Third Year	9/22-10/1 Th= 4pm-11pm F= 4pm-12am S= 4pm-12am Su= 4pm-10pm M= 4pm-11pm T= 4pm-11pm W= 4pm-11pm PM Contact - Jose Fontanez Field Sales Contact - Lance Jones Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Todd Miller Manager North Georgia State Fair Cobb County Fair Association P.O. Box 777 Kennesaw, GA 30144 404/423-1330	Marietta, GA 2245 Calloway Road	~~$10,000~~ [1993-$6,000] $6,000	400,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales Activities - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
VIRGINIA STATE FAIR Section 21 Region 2 Marlboro/Concert Name Generation = 20,000 Incentives = 6 People 8 Hours 534 Hours Fifth Year	9/22-10/2 Th= 10am-10pm F= 10am-10pm S= 10am-10pm Su= 10am-10pm M= 10am-10pm T= 10am-10pm W= 10am-10pm 9/30 7pm-10pm Showdate - [redacted] Showtime - [redacted] PM Contact - Jose Fontanez Field Sales Contact - Terry Hanson Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Keith Hessey Vice President/Fair Manager Atlantic Rural Expo, Inc. P.O. Box 26805 Richmond, VA 23261 804/228-3200	Richmond, VA Virginia Fairgrounds 600 E. Laburnum Avenue	$0 [1993-$0] TBD	500,000	- Marlboro Music Concert - Name Generation/Kiosks - On-Site Store Sales Activities - On-Site Banner/Signage Placement - Brand Ad in Program Journal - Store Sale Tent
MID SOUTH FAIR Section 31 Region 3 Marlboro Name Generation = 20,000 Incentives = 6 People 8 Hours 582 Hours Sixth Year	9/23-10/2 F= 12pm-11pm S= 12pm-11pm Su= 12pm-11pm M= 12pm-11pm T= 12pm-11pm W= 12pm=11pm Th= 12pm-11pm PM Contact - Jose Fontanez Field Sales Contact - Tony Johnson Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Sandra Ireland Mid South Fair/Libertyland Inc. 940 Early Maxwell Blvd. Memphis, TN 38104 901/274-8800	Memphis, TN Downtown	$20,000 [1993-$20,000]	500,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Banner/Signage Placement - On-Site Store Sales - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
AMIGO AIRSHO Section 34 Region 3 Marlboro Name Generation = 5,000 Incentives = 6 People 8 Hours 102 Hours Sixth Year	10/1-02 S= 9am-6pm Su= 9am-6pm	Michelle Luhrs 1014 N. Stanton Suite 300 El Paso,, TX 79902 915/545-2864 915/544-6439	Ft. Bliss, TX Biggs Army	$15,000 [1993-$35,000] $20,000	100,000	- On-Site Store Sales - Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Stage Signage and Banner Placement - On-Site Store Sale Activities - Co-sponsorship with Oscar Mayer, Kraft General Foods and Miller Beer - Store Sale Tent
	PM Contact - Jose Fontanez Field Sales Contact - James Paddock Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield					
BLACK EXPO USA Section 54 Region 5 Benson & Hedges Name Generation = 4,000 Incentives = 6 People 11 Hours 132 Hours Fifth Year	10/8-09 S = 11am-10pm Su = 11am-9pm	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Los Angeles, CA LA Convention Center	$9,000 [1993-$5,600]	60,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
	PM Contact - Jose Fontanez Field Sales Contact - Rick Wilhelms Trade Marketing Director - Mary Schroeder Trade Marketing Promotion Manager - Greg Dowell					

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
DISCOVERY OF AMERICA Section 24 Region 2 **Benson & Hedges** Name Generation = 5,000 Incentives = 7 People 10 Hours 77 Hours Fourth Year	10/9 Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Eloy Vazquez Executive Director Hispanic Heritage Council, Inc. 4011 W. Flagler Street Suite 505 Miami, FL 33134 305/541-5023	Miami, FL Bay Front Park	$10,000 [1993-$10,000]	100,000	- Brand Ad in Program - On-Site Store Sale Activities - Name Generation/Kiosks - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent
SOUTH CAROLINA STATE FAIR Section 22 Region 2 **Marlboro** Name Generation = 20,000 Incentives = 6 People 8 Hours 486 Hours Fifth Year	10/13-23 Th=10Am ~ 12Am F= 10Am ~ 12Am S= 10Am ~ 12Am Su= 12pm ~ 8pm M= 10Am - 12Am T= 10Am - 12Am W= 10Am - 12Am PM Contact - Jose Fontanez Field Sales Contact - Robert Priddy Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Nick Camfield	Gary Goodman South Carolina State Fair 1200 Rosewood Drive Columbia, SC 803/799-3387	Columbia, SC State Fairgrounds	$12,000 [1993-$12,000]	560,000	- On-Site Store Sales - Name Generation/Kiosks - Brand Ad in Program Journal - On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
NORTH CAROLINA STATE FAIR Section 22 Region 2 Marlboro Name Generation = 15,000 Incentives = 6 People 8 Hours 486 Hours First Year	10/14-23 F= S= Su= M= T= W= Th= PM Contact - Jose Fontanez Field Sales Contact - Robert Priddy Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Nick Camfield			$10,000	300,000	- On-Site Store Sales - Name Generation/Kiosks - On-Site Banner/Signage Placement - Brand Ad in Program Journal - Store Sale Tent
BLACK EXPO USA Section 24 Region 2 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	10/15-16 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Ft. Lauderdale, FL	$9,000 [1993-$5,600]	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
PERFECT COMBINATION Section 13 Region 1 Marlboro/Concert Name Generation = 7,000 Incentives = 20 People 6 Hours 140 Hours Second Year	10/22 S= 8am-1am Showtime: 8pm PM Contact - Jose Fontanez Field Sales Contact - Alan Berlin Trade Marketing Director - Rick King Trade Marketing Promotion Manager - Joe Copeland	Henry Cardenas Cardenas/Fernandez & Associates Inc. 1254 North Wells Chicago, IL 606010 312/944-7272 312/944-7710	New York, NY Madison Square Garden	$100,000 [1993-$100,000]	18,500	- Marlboro Music Hispanic - Name Generation/Kiosks - Brand Ad in Program Journal - Major Brand Visibility Via On-Site Stage Signage and Banner Placement - Retail Ticket Offer Program
BLACK EXPO USA Section 21 Region 2 Benson & Hedges/Concert Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours Second Year	10/28-30 S = 11am-10pm Su = 11am-9pm Showdate: 10/28 Showtime: 8pm - 11pm PM Contact - Jose Fontanez Field Sales Contact - Terry Hanson Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Richmond, VA Richmond Center	$9,000 [1993-$5,600]	40,000	- Benson & Hedges Blues and Rhythm Concert - Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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Source: https://www.industrydocuments.ucsf.edu/docs/njpn0004

1994 COMMUNITY EVENT MARKETING

EVENT	DATE/TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
LIGHT UP ORLANDO FESTIVAL Section 24 Region 2 Marlboro Name Generation = 5,000 Incentives = 6 People 8 Hours 54 Hours Fifth Year	11/12 S= 4pm-12am PM Contact - Jose Fontanez Field Sales Contact - Wade Lott Trade Marketing Director - Ross Webster Trade Marketing Promotion Manager - Beth Egan	Buffy Paulauski Executive Director Light Up Orlando Inc. 25 S. Magnolia Avenue Orlando, FL 32801 407/648-4010 407/648-5187 - Fax	Orlando, FL Downtown Orlando	$15,000 [1993-$15,000]	100,000	- On-Site Store Sales - Name Generation/Kiosks - On-Site Stage Signage and Banner Placement - Brand Ad in Program Journal - On-Site Store Sale Activities - Main Stage Signage - Store Sale Tent
BLACK EXPO USA Section 31 Region 3 Benson & Hedges Name Generation = 3,000 Incentives = 6 People 11 Hours 132 Hours First Year	11/19-20 S = 11am-10pm Su = 11am-9pm PM Contact - Jose Fontanez Field Sales Contact - Steve Vasquez Trade Marketing Director - T.C. Richards Trade Marketing Promotion Manager - Nick Camfield	Jerry Roebuck Chairman/Founder Black Expo USA One Georgia Center 600 West Peachtree Street, N.W. Suite 400 Atlanta, GA 30308 404/892-2815 404/892-8612 - Fax	Kansas City, MO	$9,000	30,000	- Brand Ad in Program Journal - Name Generation/Kiosks - On-Site Store Sale Activities - Major Brand Visibility via On-Site Banner/Signage Placement - Store Sale Tent

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Source: https://www.industrydocuments.ucsf.edu/docs/njpn0004